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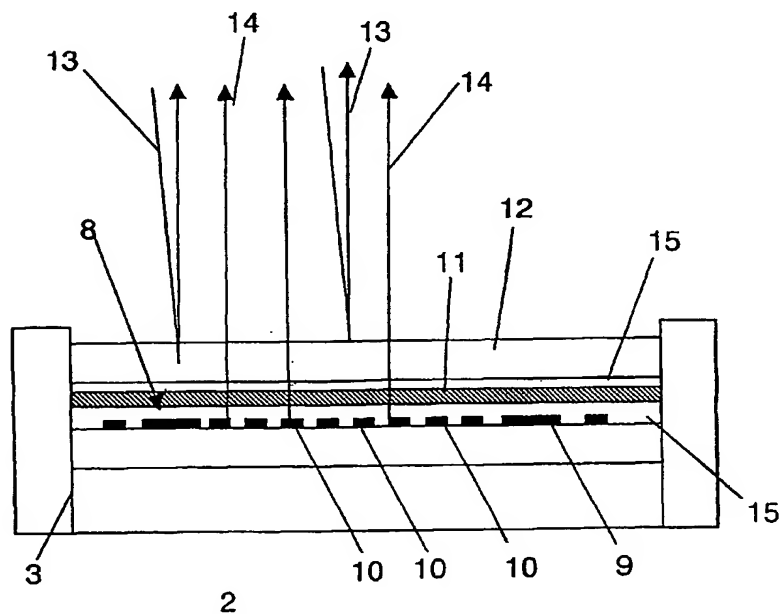
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nationaal Octrooibureau B.V., Prof. Holstlaan 6, NL-5656
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(71) Applicant (for all designated States except US): **KONIN- VC, VN, YU, ZA, ZM, ZW.**
KLIJKE PHILIPS ELECTRONICS N.V. [NL/NL];
Groenewoudseweg 1, NL-5621 BA Eindhoven (NL). (84) Designated States (regional): ARIPO patent (GH, GM,
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(72) Inventors; and ES, FI, FR, GB, GR, HU, IE, IT, LU, MC, NL, PT, SE, SI,
(75) Inventors/Applicants (for US only): **BRAAK, Rogier, J.** [NL/NL]; c/o Prof. Holstlaan 6, NL-5656 AA Eindhoven
(NL). **BRON, Marco, J., R.** [NL/NL]; c/o Prof. Holstlaan
6, NL-5656 AA Eindhoven (NL). **MCLACHLAN, Scott,**
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(54) Title: ELECTRONIC DISPLAY DEVICE



(57) Abstract: An electronic display (2) device comprising: a polymer LED display (8); a filter layer (11); a semi-transparent reflective layer (12) covering said filter layer (11) for transmitting light (14) emanating from said polymer LED display and for reflecting ambient light (13) incident on said semi-transparent reflective layer so as to obscure electrical connections for exciting said polymer-LEDs. Due to the reflective properties of the semi-transparent reflective layer (12), graphics of the polymer LED are hidden while the brightness of the display is maintained to a sufficient degree.